

MAIN STREET ADVISORY BOARD MINUTES

Main Street Advisory Board

City of Caldwell

Tuesday, May 12, 2020 @ 5:30 pm

Notice is hereby given that the Main Street Advisory Board of the City of Caldwell, Burleson County, Texas will convene in a Regular Meeting via telephonic means at 5:30 pm, Tuesday May 12, 2020.

REMOTE PARTICIPATION NOTIFICATION

Due to COVID-19 recommendations from the CDC and Governor Abbott's Executive Orders of these past few weeks, the City of Caldwell is observing the guidelines to limit the number of persons physically present at the meeting. The meeting will be audible to members of the public and will allow for two-way communications for those desiring to participate at the discretion of the Chair or their delegate.

To attend the meeting via telephonic means, call 877-226-9790 and use the Access Code: 7074722#. To view the agenda please visit www.caldwelltx.gov/agendas-minutes/ to download a copy.

AGENDA:

A. CALL TO ORDER AND DECLARE QUORUM @ 5:38 pm

1. Board Members in Attendance: Lina Reyes-Burns, Janice Easter, Debbie Sutherland, Nancy Bryan-Stewart, Catherine Bell-Groce
2. Board Members Attended By Phone: Taylor, Locke, Kim Proctor-Evers, and Charlsa Wine
3. Non-Ex Officio Board Members Present: Forrest Williams, Susan Mott, Melissa Gonzalez

B. Invocation by Janice Easter, Pledge by Lina Reyes-Burns.

C. No guests where in attendance.

D. Citizens to be Heard on Agenda Items Only.

1. None

E. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with one single vote. The Chair or Board member may pull any item from the Consent Agenda in order to discuss and act upon it individually as part of the Regular Agenda.)

1. Approval of the minutes from the Main Street Advisory Board meeting for April 14, 2020.
 - i. Minutes were approved unanimously, as written.

F. REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

1. Chairperson (Lina Burns) has resigned from her position as chair. Janice Easter is the Vice Chair; the board needs to vote in a new chair or move Janice up to chair and select a new vice chair.
 - i. Lina told us she will be stepping down as chair. Her business and family are making it very difficult to devote sufficient time to the Main Street Advisory Board. Debbie moved to appoint Janice Easter as the new Chair for the Main Street Board, and Catherine seconded. Janice questioned if there would be a conflict of interest if she was serving as the Main Street Chair and elected to Council? Forrest said that she could serve in the interim and if elected to council

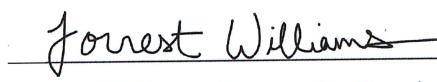
MAIN STREET ADVISORY BOARD MINUTES

we would then seek direction on how to proceed, because it could result in a conflict of interest, however further research is needed from our City Attorney.

2. Certificates for the Texas Open Meeting Act and Public Information Act Online Trainings.
 - i. Debbie, Janice, and Nancy turned in the OMA and PIA certificates of completion for their training.
3. Community Engagement and Outreach Plan, with the community input survey for Downtown Caldwell being developed a community engagement and outreach plan will be useful in getting participation from the entire community.
 - i. Forrest discussed the idea of creating a community engagement and outreach plan for the board to use as a tool when conducting participation activities in the community.
4. Drafted Downtown Caldwell Community Input Survey discuss and revise.
 - i. Forrest presented the Downtown Caldwell Community Input Survey that would be used to collect information from the public on what they would like to see in Downtown Caldwell. Nancy moved to accept the survey and Lina seconded.
5. Tracy Piper from Jaeck's Insurance has submitted a Facade Improvement Grant Application for her building. Need to discuss the application and the process since we do not have an active design committee.
 - i. Jaeck's Insurance applied for a façade grant, Lina moved to approve the grant and Debbie seconded pending the bids.
6. Bounce Back Idea's, since we are still unsure of when events and gatherings can return, it might be best to plan something for July, to give enough time to plan and buffer on what direction the State goes.
 - i. The board discussed bounce back ideas, and Debbie made a motion to work with the chamber on doing a Margarita Fest in July, Lina seconded.
 - ii. Lina moved that the Friends of Main Street would pay for the Ads.
7. Local Business Impact Survey COVID-19, this survey went out county-wide to all businesses, to understand the impacts that COVID-19 had on our local businesses. This survey was open from April 29 – May 11.
 - i. Forrest presented the results from the survey and sent out the report as well.
- G. Board questions, comments, or concerns.
 1. Taylor suggested creating a Caldwell Main Street Website, and Taylor will hold an E-commerce workshop for Downtown Businesses on June 1 at 6:00pm, in City Hall.
- H. FUTURE AGENDA ITEMS (This is where the board can request additional items for future agendas)**
- I. ADJOURN THE MEETING @ 7:45 pm**
 1. Debbie made a motion to adjourn and Catherine seconded.

This notice and Meeting Agenda and Minutes are posted online at www.caldwelltx.gov/agendas-minutes/


Janice Easter, Main Street Advisory Board Chair


Forrest Williams, Community Development Director